



July 31, 2012

Mr. David Bienstock  
Target Enterprises LLC  
15260 Ventura Blvd., Suite 1240  
Sherman Oaks, CA 91403

Dear David,

My firm, Winner & Mandabach Campaigns, is managing the campaign to defeat California Proposition 37, dealing with the labeling of food products. Our ballot advocacy group for this is called the NO on 37 Coalition for short. The full name is NO on 37: Coalition Against the Deceptive Food Labeling Scheme, sponsored by Farmers, Food Producers, and Grocers. Co-Chairs Louis Finkel and Ab Basu. Treasurer, Thomas W. Hiltachk

This letter is to confirm that Target Enterprises has been selected to make all of the paid media buys for our campaign.

More information about the Prop 37 and our campaign is available on our campaign website at [www.NoProp37.com](http://www.NoProp37.com).

Please let me know if you need any additional information.

Best regards,

Robert C. Deis  
Senior Vice President  
Winner & Mandabach Campaigns

**Paid for by NO on 37: Coalition Against the Deceptive Food Labeling Scheme, sponsored by Farmers, Food Producers, and Grocers. Major funding by Council for Biotechnology Information and Grocery Manufacturers Association.**

**1121 L. Street, #803, Sacramento, CA 95814 - 1.800.331.0850 - [www.NoProp37.com](http://www.NoProp37.com)**